NOV 2 2 2004 & PADENNAND TRANSMITTAL FORM (to be used for all correspondence after initial filing) Total Number of Pages in This Submission			s are required to respond to a collection Application Number Filing Date First Named Inventor Art Unit Examiner Name		Approved for use through 07/31/2006. OMB 0651-0031 t and Trademark Office; U.S. DEPARTMENT OF COMMERCE not information unless it displays a valid OMB control number. 09/895,495 6/28/2001 Denison W. Bollay 3622 Young, John L. D-1535	
Fee Transmittal Form Fee Attached Amendment/Reply After Final Affidavits/declaration(s) Extension of Time Request Express Abandonment Request		Drawing(s) Licensing-related Papers Petition Petition to Convert to a Provisional Application Power of Attorney, Revocation Change of Correspondence Address Terminal Disclaimer Request for Refund CD, Number of CD(s)			After Allowance communication to Technology Center (TC) Appeal Communication to Board of Appeals and Interferences Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) Proprietary Information Status Letter Other Enclosure(s) (please Identify below): Return Post Card	
SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT						
Firm Owen L. Lamb or Individual name Signature Date November 17, 2004						
CERTIFICATE OF TRANSMISSION/MAILING I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below.						
Typed or printed name Owen L. Jeamb						

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

Signature

Date

November 17, 2004



D-1507: SN 09/895,495

RADENCE RTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as First Class Mail in an envelope addressed to:

Mail Stop: non-fee amendment

Commissioner for Patents

PO Box 1450

Arlington, Virginia 22313-1450

on November 17, 2004

Owen L. Lamb, Reg. # 20,831

November 17, 2004

OTPE UM 22 2004

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

3622 Yw

In app. of: Denison W. Bollay

Examiner: Young, J..

Serial Number: 09/895,495

|GROUP ART UNIT: 3622

Filed: 6/28/2001

Title: Displaying As A Map and Graphs On A Web Page

The Geographical Distribution of Visitors That Click On

Banner Ads in Cyberspace

AMENDMENT

Commissioner of Patents & Trademarks

Washington, DC 20231

Sir:

This paper is responsive to the Office Action mailed 9/14/2004. Please amend the application as set forth on the following separate sections in accordance with the revised format for amendments.

The separate sections are:

- I. Amendments to the claims
- II. Amendments to the specification
- III. Remarks